C.B.A. NEWSLETTER

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CBA ESTABLISHES COLLEGE RADIO PLACEMENT SERVICE

A service to provide information on summer and part-time jobs in commercial radio for college radio personnel has been established by College Broadcasting Affiliates.

College Radio Placement Service, formed in February, will collect and disseminate information on when, where, and how jobs may be secured in commercial radio stations. The first questionnaire will be sent to approximately 500 commercial stations throughout the United States.

CBA AIDS NEW STATIONS

Several stations have recently received aid from College Broadcasting Affiliates in the development of college radio on their campuses.

WSCA, newly formed radio station at the Albany campus of the State University of New York, has been mailed information on carrier-current transmission. Methods for forming their record library were also suggested.

According to the Alfred State Tech. Radio Club (N.Y.), the CBA NEWSLETTER helps keep up the morale of those working on the formation of a campus station. Information on FCC regulations and the radio frequency balancing system was sent to them.

New Orleans Baptist Theological Seminary, which is currently producing educational tape recordings, has written to CBA requesting technical information.

Material on transmitter construction and distribution systems were mailed to them.

CBA supplies information to any college radio station which is being started, or is in need of advice on technical, programming, or other problems.

National Director Fritz Kass pointed out that "the obvious advantage is in the hope that we may be able to further the college student's education by supplying him with good job contacts and experience".

Kass added "the first questionnaire is the primary step toward the establishment of a broad placement service".

Assistant National Director Rene Dominguez termed it "a program to make qualified college students aware of the opportunities in commercial radio".

It was stressed that the college radio station is the training ground for commercial radio.

The questionnaire asks if the commercial broadcaster is interested in hiring college students, what kind of programming the station carries, and other information pertinent to placement.

ANNUAL REPLIES COMING SLOWLY

CBA National Headquarters has received 91 replies to the questionnaire for the information to the proposed College Broadcasting Annual.

Only 35 percent of the ques-

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FROM THE EDITOR'S DESK....

Of all the undertakings of College Broadcasting Affiliates, a unified tape exchange has been one of the most exciting and beneficial. Each individual university or college has the potential of producing at least five programs per year of nationwide interest.

If 100 stations united under central leadership, a tape library of 500 top quality programs can be available to each of the participating stations.

CBA has recently sent out programming agreements to interested stations. The obvious advantages of this undertaking are improved programming and nationwide recognition. With the combined cooperation of college broadcasters, this project will help to elevate and publicize college radio programming.

Bob Ford

FROM THE NATIONAL DIRECTOR'S DESK....

Ever since the inception of college radio over a quarter century ago, local stations have been grouping together into networks and associations. These associations have been good for college radio. They have helped it to grow and mature.

Today college radio is faced with a new problem——the problem of disunity.

The problem is apparent when one looks at the national picture. Several large groups, each with a clear goal and good purpose, are vying for top place, and all are attempting to "scoop" the other.

The result——utter chaos. The answer?

It is time college radio united in a common goal. I sincerely hope that in the near future, the leaders in college radio, the national organizations, the regional and local leaders, will display the maturity and clarity of purpose they have in the past, and unite.

Only then may college radio meet the challenges that face it today.

Fritz Kass

FOUR APPOINTMENTS ANNOUNCED

Several appointments were announced last week by Fritz Kass, College Broadcasting Affiliates National Director.

Mike Kucharo of KMUW-FM/KWIC, Univ. of Wichita, has been appointed Midwest Regional Director. The Middle Atlantic Regional Directorship has been awarded to Bruce Chalfant, station manager of WLRN/WLR, Lehigh University.

Former CBA Promotion Director Bob Freedman, has been elevated to the post of Executive Secretary, In-Charge-of-Affiliate-Relations. The post of Promotion Director is still open.

Gene Goffin has been appointed Managing Editor of the CBA NEWSLETTER.

CBA NEWSLETTER is published monthly during the school year by College Broadcasting Affiliates in Bethlehem, Pa. The NEWSLETTER is sent to all college stations and to members of the broadcasting industry. Circ. 450.

EDITOR-IN-CHIEF Bob Ford
MANAGING EDITOR Gene Goffin

21 STATIONS OFFICIALLY IN CBA

Official membership in CBA, which was offered several weeks ago, has become a reality for many stations.

Stations have rushed their membership applications back to National Headquarters, and many others are now in the process of affiliating.

The list of official CBA members now includes:

KDUP-Univ. of Portland
KISU-Iowa State University
KUOI-Univ. of Idaho
KUVY-Univ. of Oklahoma
KWIC-Univ. of Wichita
WBRS-Brandeis University
WCBH-Univ. of Mississippi
WCVF-Fredonia campus, State Univ. of New York
WEOS-Hobart and William Smith Colleges
WLR-Lehigh University
WLRN-Lehigh University
WMCB-Mississippi College
WMDR-Univ. of New Hampshire
WNYU-New York University
WRCU-Colgate University
WRMC-Moravian College
WRUR-University of Rochester
WTCC-Central Connecticut State College
WTUL-Tulane University
WVHC-Hofstra College
WXPN-University of Pennsylvania

REPLIES COME SLOWLY (cont.page 1)

tionaires have been returned to CBA, and if college stations do not return them soon, there will be some difficulty in compiling a comprehensive Annual and publishing it on time.

For the benefit of those stations which have not replied and have either not received a questionaire, or have lost it, The CBA NEWSLETTER reprints a shortened form of the questionaire (Please send the questionaire if you have it).

(1) Name of station, address and telephone number.

(2) Type of station(s): AM, FM, TV (carrier current or broadcast); frequency; power.

PROGRAMMING DEPARTMENT FORMED

The tape exchange agreement sent to most stations recently was the result of many months of planning by CBA and its newest department -- Programming.

Response from the stations has been described as "tremendous" by Sandy Davis, Progamming head.

The first programs of the series will be mailed shortly, as the department builds up its tape library. Davis told the NEWSLETTER that he would like to see more stations take advantage of the free services of the tape exchange plan, since the Programming Department has the facilities to handle many more stations.

Numerous member stations have reported to CBA that they have worthwhile tapes ready to send National Hedquarters for nationwide distribution.

COMMUNIST VS. DEMOCRACY TAPES

The comparison of Communist doctrine and an American view of the Red threat in this country will be futured in two tapes to soon be released by the Program Department.

KEWC, Eastern Washington State College, has prepared a tape by Herbert Filbrick on the "Red Underground."

A speech at Cornell Univ. by Gus Hall, American Communist Party Secretary, has been prepared by WEOS, Hobart-William Smith Colleges.

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(3) College

(4) National representatives and network associations.

(5) Executive Board.

(6) Do you think there is a need for a College Broadcasting Annual in the future?

(7) Do you think there is a need for live college programming?

All replies should be addressed to College Broadcasting Affiliates; Bethlehem, Pa.

BRITISH BROADCASTING COMPANY DISCONTINUES EDUCATIONAL TAPES

The BBC is discontinuing distribution of "Topical Tape Programs" to educational and college radio stations as of March 17.

Citing Great Britain's dollar shortage as the reason for the economy move, the BBC is removing an important source of educational material for interested stations.

"The BBC's program was a fine service" according to CBA National Director Fritz Kass. He continued, "Educational radio will miss these fine programs on British life and thought".

Although the programs were taped in New York by the BBC and were part of the BBC's regular North American transmission, it will be difficult for many stations to continue carrying BBC programming because of the difficulties of doing the work themselves.

The hardships and expense in picking up transoceanic broadcasts and taping them will be easily recognized. It is reported that rebroadcast of the BBC programs will be seriously cut in this country because of the unfortunate action by the BBC itself.

CIRCUIT BREAKERS

A plan which has helped to increase local sales and boost ratings to over 90 percent of the listening audience has been instituted at WCBH, University of Mississippi.

Signs reading "Good Public Relations is Good Business" and "I Believe in Communication through WCBH Advertising" have been placed in local merchants' windows. WCBH promos the stores with the signs in the windows. The advertising trade has improved business for both college radio and the merchants.

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Fourteen girls, enrolled in the Radio-TV course at Centenary College for Women in New Jersey, attended a 25-hour course in television techniques at RCA Institutes in New York in early February.

The special course highlighted the work given in the normal 750-hour course.

The program will be continued every year at midsemester break. The girls operate Centenary's educational FM station WNTI, broadcasting from Hackettstown.

Almost 16 hours of opera filled the broadcasting day of WCVF at the Fredonia campus of the State University of New York recently.

The complete and uncut Ring Cycle of Richard Wagner was presented on Sat., Feb. 17th from 7 a.m. to 10:45 PM, with only news broadcasts mixed with the opera.

Keith Barber, WCVF General Manager, reports that the program "attracted many favorable comments from the student body" as well as from the faculty.

* * *

"Stereo Showcase"--a two-hour stereophonic program of light classical music--has been featured on WLRN and WLR, Lehigh University, since September.

Using the facilities of the two carrier-current operations, the Lehigh Radio Network has been able to broadcast stereophonic programming equal in fidelity to any in Eastern Pennsylvania.

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Send information about your station for inclusion in Circuit Breakers to the NEWSLETTER.

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BRITISH BROADCASTING [illegible]

The BBC is [illegible] Programme [illegible]

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[illegible] GLOBAL [illegible]

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